

Do Good.  
Do Better.

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# 1st Esade Sustainability Simulation Challenge

Decision-makers needed

Are you in?



LET'S BREAK  
A GUINNESS WORLD  
RECORD.  
LET'S MAKE  
A DIFFERENCE



Sustainable Impact  
Our chance to change the world together



## Introduction

The First Esade Sustainability Simulation Challenge has been created by Esade together with La Fageda and CompanyGame. It is a business simulator that allows students to promote the Sustainable Development Goals set for the international business community by the UN, while exploring their implications for decision-making.

The simulator is inspired by the work of the foundation La Fageda, which has been active in sustainable development in the dairy industry for many years. It is open to all students on programmes for a degree or double degree, science and law master's, and MBA programmes in all formats at the Business and Law Schools, as well as Executive MBAs and master's students in the Executive Education Unit in the 2020-2021 academic year.

All Esade professionals (faculty and administrative staff) have participated by suggesting challenges and hypothetical scenarios within the framework of the simulator, which is the management of a dairy company in a competitive market.

## The challenge has two phases:

1

### Qualification phase

Groups of 5 to 7 teams compete against each other

2

### Final phase

The winning teams advance to the final.

## Registration

The registration period is from:

**2nd to 21st March 2021.**

**Students can register by following the instructions on the challenge website and providing the following data:**

- Name and surname
- Gender
- Esade email address
- Nationality
- Age
- Study programme
- Level of knowledge of the SDGs  
(on a scale of 1 to 7, with 7 being highest).
- Area of interest in organisations



By registering for the challenge, Esade students will be bound by the 'Student Obligations & Responsibilities Form' that they signed for each of their programmes – as this agreement also applies to this experience. Information on data protection will be provided during registration.

**Registration is individual.**  
**The challenge organisers will configure balanced, multidisciplinary teams that will create an enriching experience for everyone.**



At the beginning of the challenge, participants will be told to which team they are assigned.

## Communication and Participation

Communication for all participants will be through the challenge Moodle page.

**Participants will use their personal Esade access codes to carry out all activities.**



## Planned Activities

All challenge activities will be online, except for meetings that teams may choose to arrange.

**The Challenge will take place as follows:**



Weeks  
1 & 2

Study the case  
and organise  
teams.

Weeks  
3 & 4

Complete the  
first two decision  
rounds.

Weeks  
5 & 6

Training activity  
to reinforce  
knowledge about  
SDGs.

Weeks  
7 & 8

Complete the  
next two decision  
rounds.

Week  
9

Communication  
of results and  
generation of  
lessons learnt.

The final phase will be held in June and will last approximately three weeks, during which three rounds of decisions will be made.

## Planned Schedule

### Qualifying Round

The challenge will run from April to May 2021. Participants will make four rounds of team decisions, according to the following schedule:

**Access to the simulator:**  
**25th March 2021**

Round	Decisions to be made by:
1st round	18th April before 23:59
2nd round	25th April before 23:59
3rd round	23rd May before 23:59
4th round	30th May before 23:59

Dates and times are provisional. This information will be definitively communicated on the Challenge website and directly to all the teams before the start.

### Final Phase

**The final phase runs from  
14th June to 4th July 2021**

Round	Decisions to be made by:
1st round	20th June before 23:59
2nd round	27th June before 23:59
3rd round	4th July before 23:59

The organising committee reserves the right to resolve any issue not foreseen in these rules. The committee members are: dean of the Esade Business School; project coordinator; and the managing director of Innova Management.

## How is the Ranking Decided?

**Rankings will be  
generated from  
the company value  
parameter.**

The simulator has an indicator (company value) that reflects the results of each company. Based on the decisions made, company values will increase or decrease.

This indication will be announced 18 hours after each period has been processed – and can then be viewed at any time by entering a personal username and password.



With this challenge  
we're aiming to break  
the Guinness World  
Record for participation  
in a business simulator!

## Awards

**All participants receive a diploma as  
an honorary award for their  
participation.**

A special mention will be added for participants in the winning team.

**Esade will award €5,000 to the  
challenge's partner organisation, La  
Fageda Foundation, in the name of  
the winning team.**

The winning team will also present an investment recommendation to La Fageda based on one or several SDGs.

This recommendation will not be binding for the foundation, whose board of trustees may freely dispose of the sum donated.



## Grounds for Disqualification

- Falsification of participant data (name, age, or any other item) that prevents correct identification.
- Misuse of the platform in a manner contrary to the principles of loyalty, good faith, fair play, and confidentiality; or use of the platform in a way that breaks the challenge rules or conflicts with its purpose.

- Failure to respect deadlines.
- Participation by a student in more than one team.
- Involvement of a lecturer or external consultant in team decisions.

## Communication

The official website of the challenge, and where all monitoring and any information or notes will be made available, is the challenge Moodle page, the address for which will be communicated when the groups are formed.

If participants have questions or technical problems with the simulator, please contact:  
[soporte@companygame.com](mailto:soporte@companygame.com)



Further information can also be obtained from the project coordinator:  
[josep.lluis.cano@esade.edu](mailto:josep.lluis.cano@esade.edu)

